

## ORDER



**Orders**  
**Order / Rev:** 168237  
**Alt Order #:** 06357248  
**Product Desc:** SENATE MAJORITY PAC  
**Estimate:** 1912  
**Flight Dates:** 10/01/12 - 10/08/12  
**Original Date / Rev:** 09/28/12 / 09/28/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:** Shira Levy  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/Senate Majority PAC  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	48	\$46,750.00	\$39,737.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$46,750.00	\$39,737.50	0.00
<b>Totals</b>	<b>48</b>	<b>\$46,750.00</b>	<b>\$39,737.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	22%	\$46,750.00
Market	100%	\$212,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	29%	\$61,625.00
WITI	28%	\$59,500.00
WMLW-	1%	\$2,125.00
WPXE	0%	\$0.00
WTMJ	20%	\$42,500.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/05/12	10/05/12	Fr 7p - 8p CSI: New York	CM	Fri 7p - 8p	----1--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--			1			\$3,000.00		0.00			
2	WDJT	10/01/12	10/05/12	Price is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	4	\$700.00	P-1	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--			4			\$700.00		0.00			

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 Estimate: 1912

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	10/01/12	10/05/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		3		\$400.00			0.00			
4	WDJT	10/01/12	10/05/12	News at Noon News at Noon	CM	12p-1230p MTWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		2		\$300.00			0.00			
5	WDJT	10/01/12	10/05/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p MTWTF--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		2		\$300.00			0.00			
E 6	WDJT	10/01/12	10/05/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p MTWTF--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		4		\$300.00			0.00			
7	WDJT	10/01/12	10/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		3		\$600.00			0.00			
8	WDJT	10/01/12	10/05/12	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a MTWTF--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		2		\$100.00			0.00			
9	WDJT	10/01/12	10/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5		\$1,500.00			0.00			
10	WDJT	10/01/12	10/05/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a MTWTF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		2		\$150.00			0.00			
11	WDJT	10/01/12	10/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		5		\$1,500.00			0.00			
12	WDJT	10/01/12	10/05/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a MTWTF--	:30	3	\$150.00	P-1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTF--		3		\$150.00			0.00			
13	WDJT	10/01/12	10/07/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p MTWTFSS	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTFSS		2		\$1,600.00			0.00			
14	WDJT	10/01/12	10/07/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p MTWTFSS	:30	4	\$500.00	P-1	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWTFSS		4		\$500.00			0.00			
15	WDJT	10/02/12	10/02/12	Tu 9p - 10p Vegas	CM	Tu 9p - 10p -1-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1		\$5,000.00			0.00			
16	WDJT	10/03/12	10/03/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1----		1		\$6,000.00			0.00			
17	WDJT	10/08/12	10/08/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-----		1		\$150.00			0.00			

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17	WDJT	10/08/12	10/08/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----		1			\$150.00		0.00			
18	WDJT	10/08/12	10/08/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----		1			\$1,500.00		0.00			
19	WDJT	10/08/12	10/08/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a 1-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----		1			\$150.00		0.00			
20	WDJT	10/08/12	10/08/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----		1			\$1,600.00		0.00			
Totals													48	\$46,750.00